



वी.वी. गिरि राष्ट्रीय श्रम संस्थान

(श्रम एवं रोजगार मंत्रालय, भारत सरकार का स्वायत्त निकाय)

V.V. GIRI NATIONAL LABOUR INSTITUTE

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महानिदेशक

Dr. H. Srinivas, IRPS

Director General

PRG/WKS/01/22

June 06, 2022

**Subject: Online workshop On Empowering women through Digital Marketing
28th June, 2022**

Dear Sir/Madam,

The digital skills were previously considered a great addition to existing abilities but this pandemic has proved that the digital skills are no more an additional skill; in fact, it now is one of the necessary skills to possess in all facets of lives. It is in this context, we are glad to inform you that the V. V. Giri National Labour Institute would be organizing an online workshop on **Empowering Women through Digital Marketing on 28th June, 2022.**

The aim of the workshop is to orient the participants on current scenario and future prospects of digital marketing for women's empowerment. This workshop has been designed for women representing Government and private organizations, women Researchers/ Students, Women Sarpanch, etc .

I request you to nominate 2-3 participants for this important online workshop. Brochure providing all the details of the workshop, including the modalities for nominations is attached.

We look forward to your positive response in this regard

With kind regards,

Yours Sincerely,

(Dr. H. Srinivas)

To.

- Ministries/Government Departments
- Research Institutions
- Universities
- Village Sarpanch

Online workshop
On
Empowering women through Digital Marketing

28th June, 2022

Organised by:

Centre for Gender and Labour Studies



V.V.Giri National Labour Institute

Sector – 24

Noida, Distt. Gautam Budh Nagar

Uttar Pradesh – 201 301

CONTEXT

The COVID-19 epidemic has put a tremendous and life-threatening strain on the global economy and health-care systems. The pandemic is also emphasising and amplifying pre-existing inequities, as well as the many and intersecting vulnerabilities that women and girls confront. While the epidemic has had a negative impact on enterprises around the world, women entrepreneurs have been particularly hard struck. This workshop is organised to help women entrepreneurs learn how to use digital and online platforms to grow their businesses, as well as to raise awareness about the existing opportunities for promoting businesses through e-commerce and to build a network among women entrepreneurs. Digital marketing is an ocean of employment opportunities in the future of work. Many aspects of digital marketing can be of great support to majority of women who are trying to restore their careers.

Within this context, Centre for Gender and Labour Studies, V.V. Giri Institute of Labour, NOIDA, is organising a one-day workshop on "Empowering women through Digital Marketing". The aim of the workshop is to raise knowledge about digital marketing, which is a valuable option for women seeking a better future.

AIM

The digital marketing course is designed exclusively for women who should recognise the value of their education, abilities, and talents. A career like digital marketing can help them cultivate their skills to their full potential. Considering the large scope of digital employment in our country, women must be a part of this innovative sector. Pursuing an outstanding digital marketing course can lead to success, which is even more impressive when it arrives at your door especially post carrier gap.

OBJECTIVES

- An introduction to digital marketing and e-commerce
- An introduction to an e-commerce online e-learning course
- Practical instruction on how to register their business and connect it to an e-commerce platform.
- Creating a network of female entrepreneurs and giving them the opportunity to show off their wares and services to other attendees.
- Legislations pertaining to digitization

COURSE PROFILE

The course contents include:

UNIT: I Digital Marketing-

- Introduction & Growth
- History
- Need of digital marketing
- Difference between digital and traditional marketing
- Where is digital marketing headed?
- Global impact of digital marketing.
- Career opportunities.

UNIT: II Digital Marketing Tools-

- SEO (Search Engine Optimization)
- SMM (Social Media Management)
- E-MAIL MARKETING
- SOCIAL MEDIA MARKETING
- CONTENT MARKETING

UNIT: III Practical Hands on-

- Register a blog on word press.
- Choose a topic
- Promote a blog

UNIT: IV Legislation

- Digitization
- Cyber crime

TRAINING DELIVERY AND METHODOLOGY

The workshop will primarily make use of Lectures, Discussions, Interactive Sessions and practical's. It will also include Question & Answer sessions and thus be participative in nature. The session will also include a structured Power Point presentation.

PARTICIPATION LEVEL

This workshop is exclusively meant for women representing Government and private organizations, women Researchers/ Students, Women Sarpanch etc.,

MODE OF SESSION

The session will be conducted in an online mode

FACULTY

A panel of the subject expert in the area will be interacting with the participants

DATE

- This workshop is scheduled for 28th June, 2022
- Online session and discussions will be held from 9:00am to 4:30pm.

NOMINATION AND ENROLMENT

The nominations of those interested in participating in this workshop can be sent either through organisations or individually. Please fill in the registration form and submit it through the link mentioned below. Without a registration form, the nomination will not be considered.

https://docs.google.com/forms/d/e/1FAIpQLScTq22Mnz5hBKsGeeJgAFHNcMpKgDBiV3FXQaBpCXD7_c68Mg/viewform?usp=sf_link

WEBINAR COORDINATOR

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COMMUNICATION

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